



College Introduction to Entrepreneurship

Course Description

College Introduction to Entrepreneurship is a course designed for students with a career interest in entrepreneurship. Emphasis is placed on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Instructional strategies may include the development of a business plan, operation of school-based business, or actual creation of a student-run business. This course may be available for articulated or dual credit at a postsecondary institution.

Course Code: 032600

Program(s) of Study to which this course applies:

- Business Management and Administration; Marketing

Course Content	Crosswalk to Common Core Academic Standards	Crosswalk to Nebraska Academic Standards	Crosswalk to Nebraska Career Readiness Standards	Crosswalk Clarification
Standard 1. Students will explore the characteristics of an entrepreneur.				
Benchmark 1.1 Analyze personal strengths, skills, and talents. <u>Sample performance indicators:</u> <ul style="list-style-type: none">• Conduct self-assessment to determine strengths and weaknesses.• Identify responsible behavior, attitude, and leadership ability.• Review personal social skills.• Demonstrate problem-solving skills.• Set personal goals.	N/A	SS.12.2.6.c	CR.5.A.1 CR.10.A.1	
Benchmark 1.2 Explain entrepreneurial profile. <u>Sample performance indicators:</u> <ul style="list-style-type: none">• Define business entrepreneurship.• Define social entrepreneurship.	ELA.SL.11–12.4 ELA.WHST.11–12.2.b	LA.12 2.1.b LA.12.3.1.a	CR.2.B.1 CR.2.C.1 CR.10.E.1-3	When students <i>explain</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic, students’ written or oral presentations must include all the main ideas and relevant details

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<ul style="list-style-type: none"> Identify characteristics and skills of an entrepreneur. Research local, state, national, and global entrepreneurs. Compare and contrast characteristics and skills of successful and non-successful entrepreneurs. 				on the subject (CC: ELA.WHST.11–12.2.b, ELA.SL.11–12.4; NE: CR.2.B.1, CR.2.C.1, LA.12 2.1.b, LA.12.3.1.a).
<p>Benchmark 1.3 Develop a personal entrepreneurial profile.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Compare and contrast personal strengths, skills, and talents with those of successful entrepreneurs. Create personal entrepreneurial profile. 	N/A	N/A	CR.10.A.1 CR.10.E.1	
Standard 2. Students will explain the forms of business ownership as related to entrepreneurship.				
<p>Benchmark 2.1 Identify and provide examples of the basic forms of business ownership.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Define and explain the forms of business ownership. Explain the legal issues affecting businesses. Compare advantages and disadvantages of various forms of business ownership. Investigate forms of business. 	ELA.RST.11-12.4	LA.12.1.5	N/A	
<p>Benchmark 2.2 Evaluate the relationship between entrepreneurial ventures and forms of business ownership.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Research various successful entrepreneurial ventures. Evaluate the history and development of a successful entrepreneurial venture. 	N/A	N/A	CR.5.A.1 CR.10.E.2	
Benchmark 2.3 Identify and evaluate the methods of entering an entrepreneurial venture.	N/A	N/A	CR.5.A.1 CR.10.E.1-2	

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<u>Sample performance indicators:</u> <ul style="list-style-type: none"> Analyze the advantages, disadvantages, and risks of starting a new business venture. Analyze the advantages, disadvantages, and risks of buying an existing business. Analyze the advantages, disadvantages, and risks of purchasing the rights to a franchise. Investigate local examples of all methods of owning an entrepreneurial venture. 				
Standard 3. Students will recognize the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.				
Benchmark 3.1 Describe the processes, strategies, and systems implemented to guide daily business operations. <u>Sample performance indicators:</u> <ul style="list-style-type: none"> Describe management functions of planning, controlling, organizing, staffing, and implementing. Assess the importance of the functions of management and innovation to an entrepreneurial venture. Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture. Identify the opportunity and impact of technology on entrepreneurial ventures. 	ELA.SL.11–12.4 ELA.WHST.11–12.2.b	LA.12 2.1.b LA.12.3.1.a	CR.2.B.1 CR.2.C.1 CR.5.A.4	When students <i>describe</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic, students' written or oral presentations must include all the main ideas and relevant details on the subject (CC: ELA.WHST.11–12.2.b, ELA.SL.11–12.4; NE: CR.2.B.1, CR.2.C.1, LA.12 2.1.b, LA.12.3.1.a).
Benchmark 3.2 Explain the financial resources used in making business decisions. <u>Sample performance indicators:</u> <ul style="list-style-type: none"> Establish financial goals and objectives. Identify sources and types of business entrepreneurial venture funding. Identify sources and types of social entrepreneurial venture funding (e.g., microfinance). 	ELA.SL.11–12.4 ELA.WHST.11–12.2.b	LA.12 2.1.b LA.12.3.1.a SS.12.2.8.a	CR.2.B.1 CR.2.C.1	When students <i>explain</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic, students' written or oral presentations must include all the main ideas and relevant details on the subject (CC: ELA.WHST.11–12.2.b, ELA.SL.11–12.4; NE: CR.2.B.1, CR.2.C.1, LA.12 2.1.b, LA.12.3.1.a).

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<ul style="list-style-type: none"> Explain the purposes and importance of obtaining business credit. Explain the nature of business records. 				
<p>Benchmark 3.3 Recognize customer groups and develop a marketing plan to identify, reach, and retain customers in a specific target market.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Construct a SWOT (Strengths Weaknesses Opportunities Threats) analysis. Generate product and/or service ideas and assess the market potential. Understand the brand image as it relates to the entrepreneurial venture and product and/or service. Develop strategies to position the product and/or service in the market. Modify marketing plans based on customer feedback and competition. 	N/A	N/A	CR.2.E.2-4 CR.4.A.2 CR.5.B.2 CR.6.A.1 CR.7.C.2	
<p>Benchmark 3.4 Explain legal issues affecting entrepreneurial ventures.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Define intellectual property. List and explain legal documents for specific business operations. Recognize legal and government compliance regulations. 	ELA.SL.11–12.4 ELA.WHST.11–12.2.b	LA.12 2.1.b LA.12.3.1.a	CR.2.B.1 CR.2.C.1 CR.3.C.3	When students <i>explain</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic, students’ written or oral presentations must include all the main ideas and relevant details on the subject (CC: ELA.WHST.11–12.2.b, ELA.SL.11–12.4; NE: CR.2.B.1, CR.2.C.1, LA.12 2.1.b, LA.12.3.1.a).
<p>Standard 4. Students will develop the elements, design, and rationale of a business plan.</p>				
<p>Benchmark 4.1 Describe the components of a business plan.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Identify the components of a business plan. Understand the importance of a business plan. 	RST.11–12.5 ELA.SL.11–12.4 ELA.WHST.11–12.2.b	LA.12.1.6.d LA.12 2.1.b LA.12.3.1.a	CR.2.B.1 CR.2.C.1	When students <i>describe</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic, students’ written or oral presentations must include all the main ideas and relevant details on the subject (CC: ELA.WHST.11–12.2.b, ELA.SL.11–12.4; NE: CR.2.B.1, CR.2.C.1, LA.12 2.1.b, LA.12.3.1.a).

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Benchmark 4.2 Define the venture idea utilizing the components of a business plan. <u>Sample performance indicators:</u> <ul style="list-style-type: none"> Develop an executive summary. Present the executive summary. 	ELA.WHST.11-12.2 ELA.WHST.11-12.4	LA.12.2.2	N/A	
Standard 5. Students will investigate the role of entrepreneurship in the global economy.				
Benchmark 5.1 Describe entrepreneurial venture opportunities in international trade. <u>Sample performance indicators:</u> <ul style="list-style-type: none"> Explain the nature of international trade. Explain the impact of exchange rates on trade. Analyze global issues and trends for entrepreneurial ventures. 	ELA.SL.11-12.4 ELA.WHST.11-12.2.b	LA.12.2.1.b LA.12.3.1.a SS.12.2.12.a	CR.2.B.1 CR.2.C.1 CR.8.C.2 CR.10.E.2	When students <i>describe</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic, students' written or oral presentations must include all the main ideas and relevant details on the subject (CC: ELA.WHST.11-12.2.b, ELA.SL.11-12.4; NE: CR.2.B.1, CR.2.C.1, LA.12.2.1.b, LA.12.3.1.a).
Benchmark 5.2 Determine the impact of cultural and social requirements on international trade. <u>Sample performance indicators:</u> <ul style="list-style-type: none"> Develop understanding of cultural differences. Describe influences of other cultures on United States entrepreneurial ventures. Compare and contrast business practices in different cultures. 	N/A	SS.12.3.4.g	CR.5.A.4 CR.8.C.2-3	
Standard 6. Students will analyze opportunities in entrepreneurship.				



<p>Benchmark 6.1 Research career opportunities in entrepreneurship.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none">• Compare and contrast opportunities in entrepreneurship.• Demonstrate networking techniques for professional growth.	ELA.WHST.11–12.7-9	LA.12.1.6.j LA.12.4.1.a–c .SS.12.2.6.b–d	CR.5.B.1 CR.9.A.2 CR.10.A.1 CR.10.B.1 CR.10.E.1	The depth of students’ investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11–12.7–9; NE: CR.5.B.1, CR.9.A.2, LA.12.4.1.a-c, LA.12.1.6.j).
<p>Benchmark 6.2 Apply talents and strengths to explore new business opportunities within an existing organization.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none">• Define intrapreneurship.• Utilize resources to contribute to professional development• Analyze how intrapreneurial activities drive innovation within an organization.• Construct a profile of intrapreneurial activities to be included in the career portfolio.	N/A	SS.12.2.6.b SS.12.2.6.d	CR.1.A.4 CR.1.B.1 CR.10.A.1 CR.10.D.2 CR.10.E.1	

Reference Standards Sources

- MBA = MBA Research Standards
- NBEA = National Business Education Association Standards
- CC = Community College Course Objectives
- NCSEE = National Content Standards for Entrepreneurship Education

Contributors

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Other Information

Suggestions for innovative teaching and learning strategies:	<ul style="list-style-type: none">• Entrepreneurial guest speakers• Visiting local entrepreneurial ventures• Buy the Big O! (www.buythebigoshow.org)• Celebration of Global Entrepreneurship Week• Celebration of National Entrepreneurship Week (Nebraska MarketPlace Conference; Summit for Entrepreneurship)• Virtual simulations• Connecting to local Chamber of Commerce and Economic Development• School-based enterprise• Small Business Expo• The SCORE Association• Community Connections through UNL Extension (www.extension.unl.edu/communityconnections)• Nebraska Entrepreneur website (www.nebraskaentrepreneur.com)• Entrepreneurs and Their Communities Extension webinars• Silicon Prairie News (www.siliconprairienews.com)
Related assessments:	<ul style="list-style-type: none">• Elevator pitch competition• Business plan competition• Creation of business plan• Competitive events
Extended learning opportunities:	<ul style="list-style-type: none">• Job shadow• Internships• DECA• FBLA• FCCLA• FFA• HOSA• SkillsUSA